



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

# Contract # 338233

Schedule Dates 10/23/12-10/29/12  
Advertiser Pol/R Casey/D/US Senate (16759)  
Agency Shorr & Associates (2909)  
Product Political - Federal Candidate (1067)  
Brand POL/R CASEY/D/SEN/PA (135597)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name DETTORRE, MICHAEL  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments BOB CASEY :30 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/22/12  
Last Modified 10/22/12  
Entered By Deb O'Keefe  
CO-OP No  
Headline # 06389018  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$5,632.50  
Net Total \$31,917.50  
Sales Tax

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Oct. 2012	29	\$34,800.00
Nov. 2012	3	\$2,750.00
Grand Total:	32	\$37,550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	7A- 8A (EST)			1	1	1	1			4	\$850.00	\$3,400.00	Pittsburgh (WPXI)	7-8a Today Show/1	10/22/12
2.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	7A- 8A (EST)		1							1	\$850.00	\$850.00	Pittsburgh (WPXI)	Today Show 7-8a/2	10/22/12
3.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	8A- 9A (EST)			1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	Today Show 8-9a/3	10/22/12
4.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	8A- 9A (EST)		1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	Today Show 8-9a/4	10/22/12
5.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	5:59A- Channel 11 News 6am			1	1	1	1			4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	6am News/5	10/22/12
6.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	5:59A- Channel 11 News 6am		1							1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	6am News/6	10/22/12
7.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	4P- Judge Judy 4p			3	X	X	X	X		3	\$550.00	\$1,650.00	Pittsburgh (WPXI)	JUDGE JUDY 4p/ 7	10/22/12
8.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	5P- 5:30P (EST)			3	X	X	X	X		3	\$1,100.00	\$3,300.00	Pittsburgh (WPXI)	5-530P NEWS/8	10/22/12
9.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	5:58P- Channel 11 News At 6pm M-F			3	X	X	X	X		3	\$1,300.00	\$3,900.00	Pittsburgh (WPXI)	6P NEWS/9	10/22/12
10.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	6:59P- Jeopardy			1	X	X	X	X		1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	JEOPARDY/10	10/22/12
11.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	7:30P- WHEEL OF FORTUNE			2	X	X	X	X		2	\$1,650.00	\$3,300.00	Pittsburgh (WPXI)	WHEEL/11	10/22/12
12.0	Normal Line / Spot	10/23/12-10/27/12	4	:30	Sell Pattern- *53a Tu-Sat Late News			1	1	1	1	1		1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	11P NEWS/12	10/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:
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WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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**Pittsburgh (WPXI)**  
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12.0.1	Closed Preempt	10/24/12															Pittsburgh (WPXI)	Pre-empt/Spot	
12.0.2	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Pre-empt/Spot -	
12.0.3	Closed Preempt	10/27/12															Pittsburgh (WPXI)	Pre-empt/Spot -	
12.0.4	Closed Preempt	10/25/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
13.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P			1	1	2				4	\$2,000.00	\$8,000.00	Pittsburgh (WPXI)	11P NEWS/12	10/22/12

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

T

Date:

Comments:

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